



Date: December 9, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending December 9, 2005

This *City Report* highlights various activities for the week ending December 9, 2005. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

EMERGENCY PREPAREDNESS TIP #13

Personal Preparedness: Be in the Know! Five Days of Self-Reliance!

Utilities: Electricity

Electricity can be deadly. Electrocution can result from direct contact with live wires or anything that has been energized by these wires. Shut off electricity when:

- Arcing or burning occurs in electrical devices.
- You smell the distinct odor of burning insulation.
- The area around switches or plugs is blackened and/or hot to the touch.

For previous tips and a complete guide to planning and preparation for an emergency, visit www.longbeach.gov.

NEWS UPDATE

Attention Motorists: State Route 91 Improvements Ahead

Along the cities of Long Beach, Lakewood, Paramount, and Bellflower, the carpool lanes on the 91 Freeway have been closed in both directions from Downey Avenue to Atlantic Avenue. It is expected that the improvement efforts will continue until late 2006.

HIP IS HERE: Shop Long Beach!

Holiday Shopping? It's all here in Long Beach at your local neighborhood small businesses. Log on to www.hipishere.com to check out the specialty shops and services located right in your own backyard. Money spent in the city, stays in the city.

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NEWS UPDATE (continued)

Celebrating the Holidays in Long Beach

Every year, Long Beach residents create their very own holiday celebration in diverse and multi-cultural neighborhoods throughout the city. Visit www.longbeach.gov for a list of events to celebrate the holiday season in Long Beach.

Public Hearing on Long Beach Airport Draft EIR to Air on LBTV Channel 8

The public meeting on the Long Beach Airport Terminal Area Improvements Project Draft Environmental Impact Review that was held on Saturday, December 3 will be aired throughout the month of December on Charter Communications, LBTV Channel 8. Starting on December 9, the schedule will be as follows:

- Thursday & Friday after the 7:30 p.m. Council meeting replay
- Saturday after the 10 a.m. Council meeting replay
- Sunday after the 2 p.m. Council meeting replay
- Tuesday after the live 5 p.m. Council meeting

The meeting will air during the Council meeting's regular timeslot if there is no Council meeting that week.

MAJOR WEEKLY HIGHLIGHTS

Public Works

The City's Stormwater Management Program (LBSWMP) has been chosen to participate in the 2005 City Showcase, which highlights innovative ideas, at the National League of Cities' annual Congress of Cities Conference from December 6-10 in Charlotte, North Carolina. The Stormwater Management Program supports the federal Clean Water Act. The goal of the Clean Water Act is to protect the beneficial uses of receiving waters by reducing and controlling pollutants from entering the storm drain system. LBSWMP was developed to ensure effective reduction in urban and stormwater pollution. The City of Long Beach holds the distinction of being the only city in Los Angeles County to have its own individual municipal National Pollutant Discharge Elimination System Permit.

Public Works, Long Beach Airport

The *2006 Long Beach Aviation Legends* calendar, produced by the Long Beach Airport, pays homage to Long Beach's local pioneers in the aviation industry. Since its inception, aviation has been influenced by thousands of Long Beach men and women who dedicated their careers to flight and aircraft manufacturing. The Long Beach Airport is proud of its role in aviation history. The calendars, along with the naming of Barbara London Drive, are just two ways in which the City's Airport has recognized its local aviation pioneers. A limited number of calendars are available at each of the Long Beach libraries. Requests for the calendar may also be submitted to the Airport's Public Affairs Office via email at lgbarpt@longbeach.gov.

MAJOR WEEKLY HIGHLIGHTS (continued)

Parks, Recreation and Marine, Community Recreation Programs Bureau

A groundbreaking ceremony for the long awaited new community center at Admiral Kidd Park was held recently, with more than 60 community members, elected officials, and staff attending.

Health and Human Services

To date, more than 3,000 flu shots have been administered at mass public clinics. During the months of October and November, the department had more than 1,700 appointments for flu shots for seniors and high-risk clients. DHHS Immunization Program staff oversaw eight public clinics at six locations where Red Cross nurse volunteers gave 3,213 shots over a three-week period. In addition, 2,730 doses of flu vaccine were distributed to non-profit clinics to expand the coverage of flu shots to seniors and citizens with chronic health conditions in the Long Beach community. For flu shot and other immunization information, call the Immunization Hotline at 570.SHOT (570.7468).

UPCOMING EVENTS AND PROJECTS

Health and Human Services

The Growing a Healthy Family Series will be conducting a forum called *Women's Health - Know Yourself!* Information at this forum will include how a female body works and how to talk to pre-teenage daughters about women's health issues. Additionally, information about general health and hygiene will be provided. This forum is the fourth of a monthly series offered by the department and is sponsored by a grant from the Earl B. and Loraine H. Miller Foundation. The forum will be held on **Saturday, December 10** from 9:00 a.m. to 12:00 p.m. at the Miller Family Health Education Center located at 3820 Cherry Avenue. Call 570.7931 to RSVP.

Parks, Recreation and Marine, Community Enrichment Programs Bureau

Currently, and until December 18, more than 30 posters created by fifth graders from across the state and submitted to the Statewide Arbor Day contest will be on display at the Nature Center. Included in the display are the winners of the competition sponsored by the California Department of Forestry and the Project Learning Tree office.

Currently, and until the New Year, the Rancho Los Cerritos Historic Site is decorated to reflect holiday traditions in the late 1800s. Visitors can tour the adobe Wednesday through Sunday afternoons between 1:00 p.m. – 4:00 p.m.

On **December 10 and 11**, the Hmong Association of Long Beach, Inc. will celebrate its annual Hmong New Year Celebration at the Golden Grove section of El Dorado East Regional Park. Highlights of the New Year event included traditional Hmong music and dance performances, games, a fashion show, and Hmong cuisine and crafts will be available for sale. The celebration is free and open to the public from 10:00 a.m. to 4:00 p.m. For more information, call 439.9856.

UPCOMING EVENTS AND PROJECTS (continued)

On **Sunday, December 11**, Rancho Los Cerritos will open its doors from 1:00-4:00 p.m., for a free Holiday Open House. Focusing on both Mexican and American customs of the 19th century, the afternoon will include tours of the decorated adobe, music, crafts, piñatas, storytelling, a visit from Santa, and a scene, in Spanish, from the Pastorela. Call 570-1755 for details.

Fire

Looking for a way to help others during this holiday season? Contribute to the Fire Department's toy drive *Spark of Love*. On **December 11 and 18**, Gladstone's Long Beach will be hosting a brunch from 10:00 a.m. to 2:00 p.m., and patrons that bring a new unwrapped toy will receive one complimentary child's meal. On **Saturday, December 17**, Ice Dogs fans that bring one unwrapped present to benefit the toy drive will receive one free ticket to a January game. Call 570.2512 for more details.

Community Development, Neighborhood Services

Long Beach neighborhood groups and residents are invited to join the Neighborhood Resource Center (NRC) at 425 Atlantic Ave. on **Monday, December 12**, at 6 p.m. for its end of the year *Winter Potluck Mixer*. The NRC hosts quarterly mixers to promote neighborhood networking, organizing and sharing of ideas to solve neighborhood problems. Please bring a cultural food dish to share. To RSVP or to obtain more information, call 570.1010 or e-mail Jason_Fraley@longbeach.gov.

Health and Human Services, Rehabilitation Division

A youth rally, *The Truth About Underage Drinking and Driving Under the Influence*, will be held on **Wednesday, December 14** from 3:00 to 5:00 p.m. at Houghton Park Teen Center, 6301 Myrtle Avenue. The rally will introduce the Youth Driving Under the Influence (DUI) Prevention Program, a new DHHS grant funded by the Office of Traffic Safety. Youth from Long Beach and surrounding communities are invited to enjoy free food, refreshments, music, and to receive valuable information about drinking and driving. Local, County and State organizations that provide services to youth will be present at the rally.

Community Development, Project Development Bureau

The public is invited to a community meeting for the Proposed Sports Park on **Wednesday, December 14**, 6:30 p.m. at Veterans Park, 101 E. 28th Street. This meeting will provide the opportunity to review plans incorporating passive park elements. For more information, please call 570.6607.

Public Works, Environmental Services Bureau

Make Treecycling a Holiday Tradition! The Environmental Services Bureau will be conducting its 16th annual Christmas Tree Recycling Program. Christmas trees can dropped off starting December 26, or curbside pick up on January 7. Visit www.longbeach-recycles.org.

UPCOMING EVENTS AND PROJECTS (continued)

Health and Human Services

The department's role in the event of a disaster will be featured on *Letter of the Law*. Footage of the department's mass medicine dispensing exercise on November 17 will be shown. The show also includes information on the role of Public Health Nurses during a disaster to improve community health and safety. Footage will be shown of a simulated public health nurse home visit and of a community health education event at Drake Park. This show will be broadcast on **December 15** on Charter, and on **January 5, 7, 9, 11, 12, and 14, 2006** on LBTv 8.

Public Works, Fleet Services Bureau

The annual *Driving Under the Influence Vehicle Display Program* will be implemented from **December 16 to January 6**. Every 33 minutes, a person is killed by an alcohol or drug related car crash. For the past several years, the Towing Operations and Lien Sales Division staff has strategically placed displays of impounded vehicles that have been involved in severe crashes throughout the City to emphasize the dangers of holiday drinking and driving. The intent of the vehicle display program is to encourage drivers not to drink and drive during the holiday season.

PUBLIC SAFETY

Fire

The Fire Department responded to a total of 1,426 emergency calls for service: 143 calls for fires, of which 17 involved structures; and 744 emergency medical calls, of which 509 required paramedics.

Health and Human Services

Presentations on Bioterrorism and emergency preparedness were made to students at CSULB and CERT participants on December 3 and 5. The presentation included information on the Department's Bioterrorism Preparedness Program, its planning and response activities, an overview of Bioterrorism agents, and information on what individuals and families can do to prepare for emergencies and disasters.

NEIGHBORHOODS

Health and Human Services

The Healthy Active Long Beach Program conducted a cooking demonstration and food-tasting event on November 29 at the Children's Clinic at Long Beach Memorial Medical Center. Outreach and nutritional education was also provided at the Children's Clinic on December 6 and at the Long Beach East and Downtown Farmer's Market on December 1 and 2.

Fire

On December 6, Long Beach Fire Ambassadors and Engine 19 visited Carver Elementary to teach third grade students the importance of fire safety. Students went through the Fire Safety House.

NEIGHBORHOODS (continued)

Public Works and Community Development

Recently more than 35 residents of the Cherry/Temple Neighborhood Improvement Strategy Area participated in a clean up that resulted in the collection of approximately 26 tons, or three full dumpsters, of trash. In addition to the dumpsters, Public Works provided a crusher that crushed many other items. This successful clean up was a coordinated effort between the Neighborhood Services Bureau, the Public Works department's *Litter Free Long Beach* program and resident volunteers.

Police and Community Development, Neighborhood Services Bureau

On Friday, December 2, bureau staff coordinated with the Police Athletic League to provide recreational activities to the children who live on the 1900 block of Henderson, located in the South Wrigley Neighborhood Improvement Strategy Area. Approximately 100 children came to play basketball, create arts and crafts, ride scooters and skateboards, play board games and simply have fun.

Parks, Recreation and Marine, Business Operations Bureau

The mailing of the winter Parks, Recreation and Marine Class and Program Schedule to all Long Beach residents began December 5. The publication includes registration information for recreation classes, sports leagues, and swimming lessons, as well as after school programs for youth and teens, special winter break programs for youth, senior citizen programs, and special events for the families. The schedules will be available at park community centers and City libraries. Residents may also view information at www.lbparks.org.

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On December 8 and 9, 140 Poly High School students heard from naturalists at the El Dorado Nature Center. The presentations included introductory lessons on the concept of watersheds, and ideas on how the students can educate their fellow students about reducing ocean pollution.

Parks, Recreation and Marine and Long Beach Gas and Oil

On December 3, the third annual *Breakfast With Santa* was held at Stearns Champions Park. More than 100 residents enjoyed pancakes and sausages, prepared by the Long Beach Gas Department. Attendees enjoyed arts and crafts projects, and took pictures with Santa, Mrs. Claus, and an elf. The Stearns Park Musical Theatre Group provided entertainment.

Parks, Recreation and Marine, Maintenance Operations Bureau

Staff completed a decorative wrought iron fence that surrounds the prestigious helicopter memorial at Houghton Park.

Beach Operations staff removed eight tons of debris from the beaches and marinas during the Thanksgiving holiday.

NEIGHBORHOODS (continued)

Parks, Recreation and Marine, Planning and Development Bureau

Work continues at the new Grace Park, at the corner of Plymouth St. and Elm Ave., and at the pool in Silverado Park.

The pre-construction meeting was held last week for the pool locker room additions at Martin Luther King, Jr. Park. Construction will occur in the parking lot area at the corner of 19th St. and Lemon Ave. The handball courts will be removed and the entire corner will be fenced. The pool will remain open during construction, but there may be times when the pool is temporarily unavailable. Pool patrons will be notified of any changes in schedule caused by the construction.

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On November 24, El Dorado Nature Center stayed open for more than 400 visitors who took advantage of the nature trails to walk off their big Thanksgiving meal. A walk at the Nature Center has become a tradition for hundreds of families each year on this holiday.

ECONOMIC DEVELOPMENT

Financial Management, Long Beach Gas and Oil,

Parks, Recreation and Marine and Community Development

Thirty-three Long Beach area business owners and representatives attended the bimonthly Diversity Outreach Networking Session on December 5 at Operation Hope's community room in the Union Bank of California building. Representatives from Financial Management, Long Beach Gas and Oil, Community Development and Parks, Recreation and Marine presented an overview of how to conduct business with the City. Attendees learned about current City procurement opportunities. Special emphasis was also placed on how to qualify as a City of Long Beach Housing and Urban Development (HUD) Section 3 Business and Resident, which allows participation on current and future construction projects within the city. Following the formal presentations, participants had the opportunity to network and market their businesses.

Community Development, Neighborhood Services

Thirty business and property owners at the North Long Beach Business Corridor Revitalization Project were welcomed at a kick-off meeting held at St John's Lutheran Church on December 6. North Long Beach business and property owners met with staff from Economic Development, Code Enforcement, Building and Planning, and the Long Beach Police Department North Patrol Division. The North Long Beach Business Corridor Revitalization Project encourages business and property owners to improve the appearance of their storefronts with code enforcement inspections and \$2,000 Commercial Improvement Rebates to address code deficiencies and facade improvements. The current project area includes Artesia Boulevard from the western city limits to Cherry Avenue. Staff received seven Commercial Improvement Rebate Program applications at the meeting. For more information, contact Phillip Jennings at 570.6007 or by email at Phillip_Jennings@longbeach.gov.

ECONOMIC DEVELOPMENT (continued)

Community Development, Neighborhood Services

Bureau staff is coordinating with business owners and contractors to complete two facade improvement projects that will significantly improve the 7th Street and 1st Street business corridors. The East 7th Street Improvement Project will enhance the appearance of 16 business storefronts on the north and south side of 7th Street between Dawson and Junipero. The East 1st Street Art District Facade Improvement Project located between Atlantic and Elm will improve nine store front businesses on the north side of 1st Street, five storefront businesses on the west side of Linden and a building located at 105 Atlantic that includes nine office suites and 11 apartments. The exterior facade work will include plastering, detailing, painting, signage, exterior lighting and artistic decorative elements. Both of these projects are expected to be complete by February 2006. Call 570.7403 for more information.

SPECIAL EVENTS

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On December 3, the El Dorado Nature Center held an *Alternative Gift Fair*, attended by more than 700 community members. Patrons were introduced to options for gift giving that supported organizations working for peace, justice, and the environment. Children took part in crafts and everyone had a glorious day in the sun at the Nature Center.

On December 7, LaToya Thompson's Hip Hop Crew from MacArthur Park's Homeland Cultural Center performed at the Key Club in Hollywood for *Carnaval, a Choreographer's Showcase*.

On December 9, the Homeland Cultural Center was honored to have the dancers from Homeland Millennium Krump Time headlining *Tommy the Clown's Battle Zone*, at a sold out event at the Great Western Forum.

On December 3, more than 280 people participated in the Christmas Candlelight Tours at Rancho Los Cerritos. Stepping back to Christmas day in 1880, guests were entertained with living history skits that provided a glimpse into holiday customs, cultural diversity, and the economy of the greater Los Angeles region. Hot cider and gingerbread were then served in the gardens, while guests listened to Christmas sounds from a jazz sextet. Friends of Rancho Los Cerritos, who also provided 40 volunteers for the evening, sponsored the event.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On December 3 and 4, Belmont Plaza Olympic Pool hosted the Masters Swim Meet, with more than 500 competitors and spectators in attendance.

On December 8 and 9, Belmont Plaza Olympic Pool hosted the Southern California Swimming Amateur Athletic Swim Meet, with more than 800 participators and spectators in attendance.

SPECIAL EVENTS (continued)

Parks, Recreation and Marine, Community Enrichment Programs Bureau

Recently, the Nature Center hosted the City's 10th annual *Tellabration*, a worldwide celebration of storytelling. Nine storytellers from the Long Beach area shared tales and built a sense of community with more than 80 community members at the El Dorado Nature Center's museum.

On December 2, Rancho Los Cerritos volunteers and staff presented *Old Friends and New Neighbors*, a living history tour of the adobe home that focused on Christmas evening, 1880. More than 250 guests toured the site and learned about holiday traditions as celebrated by the Bixby family and their workers. The guests also explored life in the Los Angeles area in the late 19th century and discussed the pending sale of Rancho Los Cerritos acreage for development of a new town by the ocean through these interactive presentations. The evening concluded with live music, warm cider, and gingerbread in the gardens.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On November 21 and 22, Belmont Plaza Pool hosted the California Interscholastic Federation (CIF) – Southern Section Boys' High School Water Polo Championships. High school teams from Mono, Inyo, San Bernardino, Riverside, Imperial, Orange, Los Angeles (excluding the City of Los Angeles School District), Ventura, Santa Barbara, and San Luis Obispo counties competed in five competitions, with an average attendance of over 1,750 athletes and spectators.

On December 2, the Long Beach Senior Center held its 27th Birthday Party, with more than 200 people in attendance. The event featured a Share Fair where attendees were able to learn from Center participants about the Center's many activities, programs, and services. Student volunteers from California State University of Long Beach provided entertainment including a kazoo concert, balloon animals, and a roving magician. Staff served birthday cake and sparkling apple cider.

Parks, Recreation and Marine, Special Events and Filming Bureau

NBC Las Vegas, with a cast and crew of 185, filmed a TV production *Las Vegas* at the V2O Club and the Convention Center on November 22, November 30, and December 1.

Warner Brothers TV Productions, with a cast and crew of 140, filmed a TV production *Cold Case* on Shoreline Drive on December 1 and 2.

The Belmont Shore Business Association held its annual *2nd Street Christmas Parade*, on December 3, with an estimated attendance of 75,000.

The Bixby Knolls Improvement Association held its annual *Snow in Bixby Knolls*, on December 4, on Atlantic Avenue between Carson Street and San Antonio Drive, with an estimated attendance of 10,000.

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SPECIAL EVENTS (continued)

Parks, Recreation and Marine, Special Events and Filming Bureau

Original Productions, with a cast and crew of 10, filmed a TV production *Monster Garage*, at Veterans Memorial Stadium on December 7.

OTHER ITEMS OF NOTE

Long Beach Gas & Oil, Gas Services Bureau

From November 27 through December 3, staff completed a total of 3,139 service calls. This total included 834 Gas and Water Utility Turn Ons, and 788 Turn Offs. During this period, 1,265 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 252 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 998 emergency phone calls that resulted in 180 emergency orders being sent out.

Public Works, Street Improvements

Contact: 570.5160

Del Amo Blvd.	Los Angeles River to Long Beach Blvd.
Artesia Blvd.	West of Long Beach Blvd. to Harbor St.
Atlantic Ave.	North of Artesia Blvd. to a point North of 68th St.
Cherry Ave.	North of Artesia Blvd. to 70th St.
Artesia Blvd.	East of Obispo Ave. to Downey Ave.
7th Street	Junipero Ave. and Redondo Ave.

Estimated Completion: December 2005

Public Works, Street Improvements

Contact: 570.5160

Anaheim St.	St. Louis Ave. to Obispo
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Estimated Completion: January 2006

Long Beach Water, Alley Service Lateral Conversion

Contact: 570. 2326

Cedar Ave.	E. Burnett St. to Hill St.
Chestnut Ave.	E. Burnett St. to Hill St.
Pasadena Ave.	E. Burnett St. to Pacific Electric Railroad
Linden Ave.	E. Burnett St. to 25 th Way

Estimated Completion: April 2006

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Manager of Government Affairs
Jyl Marden, Assistant to the City Manager